



MEDIA RELEASE

TRANSIENT OCCUPANCY TAX POSTS STRONG FINISH TO FISCAL YEAR 2012

SANTA BARBARA, CA – July 19, 2012

The City of Santa Barbara collected more than \$1.4 million in Transient Occupancy Taxes in June, resulting in 11% growth over the same month last year. Visitor travel remained healthy last month, helped by the sunny weather and clear skies. Additionally, June 2012 had two more weekend days than the previous June, also contributing to the strong growth.

June marks the final month in the city's fiscal year, which runs from July 1 through June 30. TOT finished the year at \$13.66 million, the highest collections in any fiscal year to date and growth of 9.6% for the year.

The Transient Occupancy Tax table can be viewed here:

www.santabarbaraca.gov/files/finance/transient-occupancy-tax.pdf

###